We claim:

1. A video signal processor comprising:

a tuner adapted to receive a composite video signal and an SAP indication signal, said composite video signal including a video channel that carries a video signal for an audio-visual program, a main audio channel that carries a standard audio track for said program, and a SAP channel carrying a different audio track for said program; said SAP indication signal being descriptive of the content of said different audio track:

a selector coupled to said tuner and adapted to select one of said standard and said alternative audio tracks as the active audio track based on said SAP indication signal; and

output circuitry coupled to said tuner to generate output audio and video signals, said output audio signals corresponding to said active audio track.

- The video signal processor of claim 1 further comprising a memory used for storing a viewer's preference regarding said active audio track, said selector being adapted to select said active audio track based on said viewer preference.
- 3. The video signal processor of claim 2 wherein said tuner is arranged to receive a plurality of channels selectable by a viewer, each channel being associated with a respective composite video signal including an SAP channel, and said memory including viewer preferences for said active audio track for each said plurality of channels.

- 4. The video signal processor of claim 2 further comprising a control device adapted to receive said preference for the active audio track from the viewer.
 - 5. A video signal processor comprising:

a tuner adapted to receive a composite video signal, said composite video signal including a video broadcast channel that carries a video track for an audio-visual program, a main audio channel that carries a standard audio track for said program and an SAP channel with a different audio track for said program;

a selector adapted to receive a viewer preference and to select one of said standard and different audio tracks as the active audio track based said viewer preference; and

output circuitry adapted generate a output audio and video signals, said output audio signal corresponding to said active audio track.

- The video signal processor of claim 5 wherein said selector includes a memory used to store information defining said viewer preference.
- 7. The video signal processor of claim 6 wherein said tuner is adapted to receive composite video signals for a plurality of program channels, and said memory is used to store information defining the viewer preference for each of said program channels.
 - 8. The video signal processor of claim 5 wherein said composite video signal

includes an SAP indication signal related to the contents of said different audio track, and wherein said selector is further adapted to select said active audio track based on said SAP indication signal.

The video signal processor of claim 8 wherein said composite video signal includes a modified pilot signal indicative of the presence of said SAP channel and its contents.

10. A broadcasting system comprising:

a broadcasting apparatus adapted to transmit a composite video signal, said composite video signal including a video broadcast channel that carries a video signal for an audio-visual program, a main audio channel that carries a standard audio track for said program, an SAP channel that carries a different audio track for said program, and an SAP indication signal indicative of the contents of said different audio signal; and

a plurality of video signal processors adapted to receive said composite video signal and to generate output video signals, said video signal processors including a selector adapted to select one of said main and different audio tracks as the active audio track based on said SAP indication signal, said video signal processors further generating output sound signals corresponding to said active audio track.

- The system of claim 10 wherein said composite video signal includes a pilot signal.
- The system of claim 11 wherein said SAP indication signal is combined with said pilot signal.
- 13. The system of claim 10 wherein a plurality of program channels are selectable by a user one of said video signal processors, each program channel being associated with a respective composite video signal, and said selector in said video signal processor is adapted to select an active audio track for each program channel
- 14. The system of claim 13 wherein said one video signal processor is associated with a remote control device adapted to receive viewer preferences for the active audio track for each program channel.

15. A broadcasting system comprising:

a broadcasting apparatus adapted to transmit a composite video signal, said composite video signal including a video channel that carries a video signal for an audio-visual program, a main audio channel that carries a standard audio track for said program, and an additional audio channel that carries a different audio track for said program and an indicating signal descriptive of the contents of said additional audio channel: and

a plurality of TV receivers adapted to receive said composite video

signal and to display images corresponding to said video channel, said TV receivers generating sounds corresponding to one of said standard and alternative audio tracks based on the contents of said alternative audio tracks as indicated by said indication signal.

- 16. The system of claim 15 wherein each TV receiver includes an automatic selector that determines which of said audio tracks is the active audio track.
- 17. The system of claim 15 wherein said additional audio channel is an SAP channel.
- 18. The system of claim 16 wherein each receiver includes a memory used to store viewer preferences.
- 19. The system of claim 18 wherein each TV receiver is adapted to receive composite video signals on a plurality of program channels, and said memory is used to store a viewer preference for each of said program channels.

20. A TV receiver comprising:

a tuner adapted to receive a composite video signal, said composite video signal including a video broadcast channel that carries a video track for an audio-visual program, a main audio channel that carries a standard audio track for said program, and a SAP channel carrying a different audio track for said program; and an SAP indication signal descriptive of the content of said different audio track; a screen adapted to display images corresponding to said video signal;

a selector adapted to select one of said standard and said alternative audio tracks as the active audio track based on said SAP indication signal; and a speaker adapted to generate sounds corresponding to said active audio track.

- 21. The TV receiver of claim 20 further comprising a memory used for storing a viewer's preference regarding said active audio track, said selector being adapted to select said active audio track based on said viewer preference.
- 22. The TV receiver of claim 21 wherein said tuner is arranged to receive a plurality of channels selectable by a viewer, each channel being associated with a respective composite video signal including an SAP channel, and said memory including viewer preferences for said active audio track for each said plurality of channels.
- 23. The TV receiver of claim 21 further comprising a control device adapted to receive said preference for the active audio track from the viewer.

24. A TV receiver comprising:

a tuner adapted to receive a composite video signal, said composite video signal including a video broadcast channel that carries a video track for an audio-visual program, a main audio channel that carries a standard audio track for said program and an SAP channel with a different audio track for said program;

a screen adapted to display images corresponding to said video signal; a selector adapted to receive a viewer preference and to select one of said standard and different audio tracks as the active audio track based said viewer preference: and

- a speaker adapted to generate sounds corresponding to said active audio track.
- 25. The TV receiver of claim 24 wherein said selector includes a memory used to store information defining said viewer preference.
- 26. The TV receiver of claim 25 wherein said tuner is adapted to receive composite video signals for a plurality of program channels, and said memory is used to store information defining the viewer preference for each of said program channels.
 - 27. The TV receiver of claim 24 wherein said composite video signal includes an SAP indication signal related to the contents of said different audio track, and wherein said selector is further adapted to select said active audio track based on said SAP indication signal.
 - 28. The TV receiver of claim 27 wherein said composite video signal includes a modified pilot signal indicative of the presence of said SAP channel and its contents.
 - 29. A composite video signal comprising a video channel that carries a video signal for an audio-visual program, a main audio channel that carries a standard audio track for said program, and a SAP channel carrying a different audio track for

said program; said SAP indication signal being descriptive of the content of said different audio track.

- 30. The composite video signal of claim 29 wherein one of said standard and different audio tracks includes dialog for general audiences and the other of said standard and different audio tracks includes dialog for mature audiences.
- 31. The composite video signal of claim 30 wherein said standard audio track includes dialog for general audiences and said different audio track includes dialog for mature audiences.
- 32. The composite video signal of claim 29 wherein one of said standard and different audio tracks includes dialog for general audiences and the other of said standard and different audio tracks includes dialog for audiences at specific geographic locations.